



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Brian F. Monahan  
 Serial No.: 09/808,490  
 For: RAPID RESPONSE MARKETING  
 Filed: March 14, 2001  
 Examiner: Johnna R. Loftis Art Unit: 3623

### DECLARATION UNDER 37 C.F.R. §1.131

I, Dane Hulquist, a resident of the State of California, U.S.A., declare as follows:

1. I have seen and reviewed the subject patent application and claims 1-15 currently pending before the United States Patent and Trademark Office (hereinafter known as the "Invention");
2. I am a graduate of Georgetown University and currently employed as an advertising executive by McCann Erickson, San Francisco, U.S.A.;
3. I am technically skilled in the marketing area that is the subject of the Invention and know and understand the Invention;
4. In 2000 I was a business partner of Brian F. Monahan in the enterprise known as Marketing Systems Integrators and later I was a founding member of Inrhythm Marketing, LLC, San Francisco, CA, U.S.A. along with Mr. Monahan;
5. I am aware that one of the references (i.e., U.S. Patent No. 6,477,575 to Koepfel *et al.*) cited under 35 USC §103(a) as art reference against the Invention was filed on September 12, 2000.
6. On good faith and believe at a time certain before September 12, 2000, I was familiar with written record of the Invention, which record due in significant part to dissolution of the aforesaid Marketing Systems Integrators and Inrhythm Marketing, LLC enterprises, cannot be currently located and is functionally unavailable;

7. I respectfully submit that the Invention was conceived and known and understood by me in written form before September 12, 2000; and to my knowledge and belief the development of the Invention was diligently carried forward continuously from before September 12, 2000 to the time the patent application that is the subject of the Invention was filed with the United States Patent and Trademark Office on March 14, 2001;

8. I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or any patent issuing thereon.

Declared at San Francisco, CA U.S.A. this 22 day of December, 2006.

  
Dane Hulquist